

ABSTRACT AND BIOGRAPHY

3 Steps & 5 Why's

Collaboration is a skill in which people clarify their own thinking and explore the thinking of other people. This process requires excellent listening skills, a willingness to set aside a need to win points, skill in confirming and probing ideas, and an openness to understanding other people's ideas before contributing personal insights. Collaboration is all about wanting to create a better outcome and knowing that better outcomes are more than compromise, they are innovative creations of quality thinking and extensive conversation.

This workshop will describe a 3 Step Process for Conversation that increases the quality of conversation and the likelihood that collaboration will develop. It also reviews the constructive use of the "5 Why's" often used in creative problem solving activities because it is an excellent tool for probing an idea and enabling all involved to better understand, both more deeply and more broadly, someone's perspective and thought process.

In an environment in which collaboration makes a difference to the quality of outcomes and the safety of endeavors, every participant in conversation has the opportunity to ensure clarity of communication and shared perspective at the end of conversation. It is too easy to think that shared words equate with shared meaning, and in projects of the scope of NASA projects, easy produces danger at worst, poor quality work at best.

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Lin Kroeger, of PWD Consulting, Inc., is a management consultant providing consulting and training services that enable technical professionals to communicate, lead, manage change, and work on teams effectively. With over twenty-five years of experience working with professionals in engineering, finance, accounting, auditing, technology, and research, Lin has worked with teams and professionals whose ability to collaborate was vital to success.

Recently Lin has worked on structuring a transition process in a downsizing environment, analyzing the effectiveness of a corporate performance management process, developing the skills needed to ensure clarity of annual objectives, and assessing the high priority development needs of new leaders.

Lin is a frequent speaker at professional conferences and a partner of the Business Learning Institute in Towson, Maryland. She has spoken to organizations such as NASA, the AICPA, NASBA, and the Institute of Internal Auditors and has published extensively on topics such as managing change, implementing communication and



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writing curricula, and leadership development topics. She has degrees from The College of William and Mary, Villanova University, and Cornell University.